

Programme Specification

This Programme Specification is correct as of the date given below however, minor amendments may be made throughout the year and will be incorporated in the annual updating process.

1. **Awarding Institution:** **Buckinghamshire New University**
2. **Teaching Institution:** **UCFB College of Football Business Ltd (“UCFB”)**
3. **Faculty:** **Design, Media and Management**
4. **School:** **Applied Management & Law**
5. **Final Award:** **Bachelor of Arts with Honours: BA (Hons)**
6. **Programme Title:** **BA (Hons) Football Business and Media**
7. **Accredited by:** **N/A**
8. **Length / Mode / Regime:** **3 years / Full Time / By Attendance**
9. **Language of Study:** **English**
10. **UCAS Code:** **CP63**
11. **Date of Production:** **September 2011**
12. **External Reference Points:**
 - This programme has been developed in accordance with the Framework for Higher Education Qualifications (FHEQ) and meets the requirements for Honours level (level 6).
 - This programme has been examined against the Subject Benchmark for **General Business and Management** and the Subject Benchmark for **Hospitality, Leisure, Tourism and Sport**.

13. **Potential Student Profile / Criteria for Admission:**

Who is the Programme aimed at?

This programme has been created for aspiring professionals wishing to work in media within the football industry. Football Business has been transformed by media technology, from the instant transmission of results by telegraph to the rise of affordable daily and evening newspapers, the invention of radio, then of television, satellite and digital technology. The English Premier League is itself a multi-billion pound global industry carried by ever-changing media platforms to homes, cafes and bars on different continents. We are looking for students who are aiming high and who are passionate about this industry and the way in which it plays a part in the lives of millions who identify with clubs and enjoy games in person and through the media.

Why should students choose this award?

Bucks New University has the highest quality standards for its degrees and UCFB students therefore benefit from a reliable structure and approach.

The mutual dependence of football business and the media has become central to understanding either industry. The back pages of newspapers have given way to special supplements and

coverage throughout the papers. Before fans and readers see any of this commentary, however, they have often seen or heard live coverage of games, wherever they are in the world. Leagues, clubs and players are ever more conscious of image rights and of controlling the flow of content to external media. This means that new career opportunities are opening up for media professionals inside a range of football businesses. UCFB will bring senior figures from national broadcast media (both television and print) to work with students.

Opportunities available for students after the completion of the award

UCFB's unique personal development programme monitors each student throughout the three years. It means we get to know each student's needs and expectations. This ties in with students' career development, ultimately leading to them finding the right place for you in the football business. For those who wish to extend their studies at the end of their degree, opportunities to study at Masters Level will be encouraged.

Expected Knowledge and Skills

Applications are welcomed from students with a genuine passion and ambition to work in the football industry.

Applicants will normally have achieved one of the following:

- 2 A levels achieving a minimum of 200-240 UCAS Tariff Points from at least two A levels or equivalent
- International Baccalaureate (minimum of 24 points)
- A National Diploma or Certificate in an appropriate subject at Merit level
- A Merit level Advanced GNVQ in an appropriate subject;
- Pass Access Course: minimum of 60 credits, including at least 45 at Level 3.
- An equivalent qualification

Students should have a strong GCSE profile, including Maths and English at Grade C, or equivalent. Other qualifications, including overseas, may be considered. Applicants for whom English is a second language should have achieved IELTS 6 or equivalent for entry into Level 4.

The course also welcomes applications from mature students who lack the above qualifications but may have relevant experience. Students with disabilities are also welcome to apply.

All students applying to the programme will be expected to demonstrate a specific interest in this area of study and should have a commitment to engaging with the subject through the academic programme.

Entry with advanced standing

Students are normally expected to start at Level 4, but can be admitted to any level of the course which is considered suitable, after portfolio review and interview using the Credit Accumulation and Transfer Scheme (CATS). Under this arrangement, a student may apply to have previous academic credits or other learning or experience taken into consideration. Such applications are considered by the Faculty CATS committee and must be supported by the Course Leader.

14. Main Educational Aims of the Programme:

The main educational aims of the BA (Hons) Football Business and Media are to:

- Prepare students for a career in the football business industry
- Provide students with a detailed knowledge of the football industry and media sector in particular
- Provide students with the knowledge and skills demanded for career development and advancement in the global football industry
- Enable the talents of each student to flourish through learning and experience in distinctive settings and unrivalled opportunities.

15. Programme Outcomes:

The following programme outcomes have been developed to reflect the relevant subject benchmark statements. These are threshold levels only and indicate the minimum levels of attainment required

of a graduate of the course. The level to which outcomes have been attained are identified by the student's eventual degree classification.

Subject Knowledge, understanding and abilities

A graduate of the BA (Hons) Football Business and Media will be able to demonstrate some:

- Relevant knowledge and understanding of football business and media, the external environment in which they operate and how they are managed.
- Understanding of how to respond to change, including the future of football business and the external environment in which it operates.
- Understanding of the inter-relationship and interconnectedness of football business and the social, economic, legal and political environment in which it operates
- Understanding of key concepts and processes within the context of football business and media e.g. markets, customers, people, operations, business policy and strategy, information systems, communication and pervasive issues.

Skills

A graduate of the BA (Hons) Football Business and Media will be able to demonstrate:

- A range of cognitive and intellectual skills, together with techniques specific to business and management and football business and media specifically.
- Cognitive skills of critical thinking, analysis and synthesis, within the context of business and media
- Effective problem solving and decision making using appropriate qualitative and quantitative skills
- The ability to create, evaluate and assess a range of options to address contemporary and media matters aligned to football business
- Effective communication skills, including interpersonal skills of listening, negotiating and presentation
- The ability to undertake data analysis, interpretation and extrapolation
- The ability to conduct research into football business and management issues, either individually or as part of a team
- The ability to self reflect with openness and sensitivity to diversity e.g. people, cultures, business and management issues

16. Programme Structures and Requirements:

Course Title:		BA (Hons) Football Business and Media							
Mode:		Full Time							
Course Code:		BS1FBM1F							
Total UK Credits available for Course 360		Total European Credit Transfer System credits awarded for Course 180							
Module Code	Module Title	Academic Level	Course Stage / Year	Module Type	Credit Value (normally 30)	Assessment Regime			Semester Taught
						CW (written) %	TCA , Practical, Other %	Exam %	
Level Four									
FB401	Understanding Football Business	4	1	C	30	50		50	1
FB404	Understanding Football Fans and Customers	4	1	C	30	100			1
FB405	Effective Modern Marketing Communications	4	1	C	30	100			2
FB403	The Role of Marketing In Business	4	1	C	30	100			2
Level Five									
FB501	Intermediate International Football Business Management	5	2	C	30	60		40	1
FB504	Football and Entrepreneurship	5	2	C	30	100			1
FB502	Football Business and Finance	5	2	C	15	80	20		2
FB503	Contemporary Issues in Football Business	5	2	C	15	100			2
FB507	Media Relations for PR and Events	5	2	C	30	100			2
Level Six									
FB604	Public Relations Strategy	6	3	C	30	50		50	1
FB605	Strategic Management	6	3	C	30	50		50	1
FB607	Research Project	6	3	C	30	100			2
A choice of EITHER FB602 or FB608 (30 Credits) or BOTH of FB610 and FB611									
FB602	Global Marketing Management	6	3	O	30	50		50	2
FB608	Advanced International Football Business Management	6	3	O	30	65		35	2
FB610	Football Law	6	3	O	15			100	2
FB611	Football Business Policy, Politics and Ethics	6	3	O	15	100			2

17a. Learning, Teaching and Assessment Methods to Achieve the Learning Outcomes:

The course takes place at the Turf Moor campus which is also Burnley FC's stadium. Students will have first-class facilities for study within a football business environment. In both QAA business and management and sport benchmarks, there is a strong emphasis on application to practice in order to promote skill development and employability. The QAA subject benchmarks for Business and Management state that there should be integration between theory and practice through delivery. Specifically, there will be opportunities for volunteering in the community and for paid employment in a variety of roles at Burnley, as well as in non-assessed work experience opportunities at other clubs and in other parts of the football industry. This will enable students to build up their own network of contacts in the industry, to help them achieve their ambitions.

The above activities will be delivered through a Complementary Curriculum as part of the added value for the programme. This is designed to expose students to football business issues and employers. Within the programme's curriculum, the theory-practice link will be achieved through case studies, guest speakers and through access to the football club business environment.

The theoretical underpinning for this practical experience will come from students' studies. Students will be taught by leading figures in football business education. UCFB is a partnership between Bucks New University and Burnley FC. It has been able to draw on a range of first-class partners and on the goodwill of other institutions to secure the services of leading authorities in this industry.

Teaching, Learning and Assessment

The teaching, learning and assessment methodologies used are consistent with those described in the benchmark statements. Emphasis is placed on understanding football customers, finance, markets, social media and business strategy. In addition, the sport benchmarks refer to understanding social and political theory as well as cultural aspects of the industry. Multidisciplinary learning is facilitated throughout the programme and specifically addressed through the practical application of subject knowledge to the context of football business and media. This will be facilitated through students being able to undertake their learning within a professional football club environment with access to club employees working across various business functions (e.g. marketing, media, finance) at the stadium.

A balance of teaching and learning strategies are employed and modes of assessment provide opportunities for all students to flourish. Methods employed across the programme include: lectures, seminars, presentations, tutorials, student led learning sessions, virtual learning and multi-media platforms, and careers support and guidance.

Formative and summative modes of assessment are integrated across the programme, enabling students to maximise development and consolidate learning for progression. Throughout the programme (levels 4-6) students are encouraged and supported in gaining knowledge and skills, their practical application and the ability to work as an independent and autonomous learner within the context of football business and media. This will be achieved through learning methods such as action learning and problem based learning approaches in addition to completion of the final year project. In level 5 and 6, seminars and workshops will be employed to promote student participation in modules. At level 6, there is some emphasis on examinations which arises from the need to prepare graduates for future football industry professional development such as the FIFA agent qualification. This will also serve to reassure the sector about overall graduate competency and their ability to contribute to the workplace immediately upon graduation.

17b. Matrix Mapping:

Matrix Mapping Programme Outcomes to Individual Modules			
Programme Learning Outcomes	Core Modules by Level		
	Level 4	Level 5	Level 6
Relevant knowledge and understanding of football business and media, the external environment in which they operate and how they are managed.	FB401 FB404 FB405	FB501 FB502 FB503 FB507	FB604 FB605 FB607
Understanding of how to respond to change, including the future of football business and the external environment in which it operates.	FB403 FB404	FB501 FB502 FB503 FB507	FB604 FB605
Understanding of the inter-relationship and interconnectedness of football business and the social, economic, legal and political environment in which it operates	FB401 FB403 FB404	FB501 FB502	FB604 FB605 FB607
Understanding of key concepts and processes within the context of football business and media e.g. markets, customers, people, operations, business policy and strategy, information systems, communication and pervasive issues.	FB401 FB403 FB404	FB501 FB502 FB503 FB504 FB507	FB604 FB605 FB607

18. Work Based Learning / Placements:

This programme does not incorporate work-based learning as identified in Section 9 of the QAA Code of Practice and understood in the University's Placement Learning Policy.

19. Special Features:

The following areas are covered by the approved University procedures as detailed on the University's web site:

- Assessment Regulations
- Annual Review and Evaluation
- Student Feedback
- Personal Tutoring
- Student Representation